

State of California
Department of Water Resources
State Water Resources Control Board
Department of Health Services

2002 RECYCLED WATER TASK FORCE
PUBLIC EDUCATION & OUTREACH WORKGROUP
MINUTES OF
22 August 2002 MEETING

Meeting Time and Location

10:00 a.m. to 12:00 p.m., August 22, 2002. This meeting was a teleconference call, however, the public and workgroup members were invited to participate in the call at the Bonderson Building, 901 P Street, Room 201-A, 2nd Floor, Sacramento, California.

Attendance

Task Force Members

Kirk Bone	Serrano Associates LLC
Herman C. Collins	Collins Strategic Group, Inc.
William T. VanWagoner	East Valley Water Recycling Project L. A. Depart. of Water and Power
Dan Carlson	Utilities Department City of Santa Rosa
Keith Israel	Monterey Regional Water Pollution Control Agency
Frances Spivy-Weber	Mono Lake Committee
Marguerite Young	California Clean Water Action

Workgroup Members

Suzanne Arena	San Francisco Public Utilities Commission
Fawzi Karajeh	Department of Water Resources Office of Water Use Efficiency
Nancy King	Department of Water Resources Office of Water Use Efficiency
Bob Reed	Boyle Engineering Corporation
Marilyn Smith	Irvine Ranch Water District
Al Vargas	California Department of Food and Agriculture

Others

Fethi BenJemaa	Department of Water Resources Office of Water Use Efficiency
Richard Mills	State Water Resources Control Board
H. Eric Schockman	University of Southern California
Ron Wildermuth	Orange County Water District
Jenny Glasser	Orange County Water District

Summary of Proceedings

After Nancy King, staff for the Task Force from the Department of Water Resources, presented a brief overview of the first workgroup meeting held in San Diego on July 16, 2002, the workgroup started on current business.

A. Draft Papers

Bill VanWagoner sent in a report for his lead assignment entitled *2002 RECYCLED WATER TASK FORCE, PUBLIC INFORMATION / EDUCATION WORKGROUP, Communication of Indirect Potable Reuse Issue*, August 16, 2002. This paper has been the only one to date that has been distributed to the workgroup. It was suggested that Mr. VanWagoner's work recommendations be put into legislative form, i.e. simple language. The paper may need some additional case studies to amplify his examples.

Marguerite Young had sent a copy of the Water Environment Research Foundation (WERF) funded report entitled *Framework for Public Perception and Participation in Non-Potable and Potable Water Reuse Initiatives: Guidance on Establishing and Maintaining Public Confidence* DRAFT July 2002 by Troy W. Hartley, Ph.D. RESOLVE, Inc. Washington DC. Ms. Young questions why the workgroup should spend time rewriting what has already been written.

The entire workgroup should utilize the existing paper. The report goes beyond the concepts and ideas, and actually provides data to support them. This report actually mirrors Bill VanWagoner's submittal to the workgroup. Because the WERF paper is long and overwhelming, it requires a summary to be useful for the individual components of the white paper. Staff will provide a synthesized version by Wednesday September 4, 2002. Some envision adjusting the paper to fit the topics that the workgroup needs to address. The paper gives pertinent examples of both the Orange County and San Diego recycled water projects. These examples can be used as a template to include other examples. So that the workgroup can get up to speed for the September 4, 2002 workgroup meeting, staff will send the entire WERF funded report document to all the workgroup members ASAP.

In terms of using the report material, there was some question about of the legality of its circulation because it is a draft report. We should verify with the project sponsors whether we could use it. The material is a compilation of other published works. If the WERF funded report by RESOLVE can not be used, we can use the cited reports, which are published. Some Task Force members actually contributed to the paper. Ron Wildermuth, Orange County Water District, volunteered to send contact information for Bonnie Bailey, the project manager for the WERF project. Staff is to contact her to verify if the work can be used for the Task Force work. Also, staff is to track down other references provided by Marguerite Young. Task Force members and others involved with the Task Force as well as the WERF project may be able exert their influence to obtain permission to use the paper for the Task Force work.

Fran Spivey-Webber mentioned that not all of the lead paper assignments are covered in the WERF/RESOLVE paper. For instance, Ron Linsky's topic, the value of recycled water in various categories, is not in the paper. She did note that a NWRI study does contain the information on the value of water in various geographic areas. There is a leaflet on the value of water (not just recycled water). Other missing topics in the WERF/RESOLVE paper include marketing problems based on water agencies' needs of recycled water. There may be other areas where recycled water could be useful besides groundwater recharge, which are not covered in the paper. Bob Reed said that the County of Maui, Hawaii, published a paper on marketing recycled water. The author will share the information.

Marguerite Young also submitted a list of references. Staff is to search for, obtain, and supply those to the Public Education and Outreach workgroup members. Also, Fawzi Karajeh asked that the workgroup members share some of the workload by providing copies of pertinent papers of which they are aware. He also asked for volunteers to write one-page summaries of those papers. The Troy Hartley WERF/RESOLVE paper and the NRC paper have executive summaries.

B. Education Programs

The workgroup discussed the issues related costs associated with education programs. The CALFED/Funding workgroup has the issue of funding for public acceptance of Recycled Water. To help elucidate the group about this issue, Fawzi Karajeh read Section 1, Part (5) of the California state assembly bill: AB 331:

(5) The need to augment state water supplies using water use efficiency strategies identified in the CALFED Bay-Delta Program. In its report pursuant to subdivision (a), the department shall identify ways to coordinate with CALFED to assist local communities in educating the public with

regard to the statewide water supply benefits of local recycling projects and the level of public health protection ensured by compliance with the uniform statewide water recycling criteria developed by the State Department of Health Services in accordance with Section 13521.

Therefore, if the Public Education and Outreach workgroup recommends a school program, for example, the CALFED/Funding workgroup will find ways to fund or coordinate the funding of it.

The workgroup also discussed the types of programs needed to achieve public acceptance of recycled water. The WERF/RESOLVE paper argues against a “cookie-cutter” approach to programs. The paper argues that the programs’ formats should be developed on a case-by-case basis as required by the project and county. The amount of money that will be allocated to public education and outreach programs for a particular project will depend on the project type and the location.

The State efforts in recycled water projects have been outlined in Bill VanWagoner’s paper. He has listed tools and made specific recommendations. VanWagoner’s paper is not a detailed guidebook. This would be unnecessary because WaterReuse is currently writing a detailed guidebook. The Public Education and Outreach workgroup could recommend a statewide roll for projects, in a “cookie-cutter” format, and local agencies could tailor the projects to their needs.

B. Consensus

The question of how to get to the recommendation process was addressed. Each workgroup topic paper has recommendations. The group decides which to move forward. It is important that we all feel vested in the product. To get to that point, dialogue is crucial. The individual topic paper will contribute to the overall dialogue in the group. The ideas brought to the Task Force will carry weight.

C. POWER Conference

The POWER conference will be held on October 10, 2002 from 7:00 until 8:20 A.M. during the “POWER Breakfast” in Los Angeles. Typically, at this high point of the conference there are 30 to 50 people with 6 to 8 people seated per table with a light breakfast buffet set up for them. In the past, the presentation took up half of the time with the other half reserved for dialogue.

The audience consists of water agencies, state and federal employees, environmental, environmental justice and other people who do business in water supply. They will not be knowledgeable about water quality. Most of them do not know that neither the Recycled Water Task Force nor the AB 331 legislation exists. However, they will be interested in the topic if follow up activities are possible at the state and local levels. So they might want to know about the possible outcomes of the legislation.

For the presentation, it might be useful to create a dialogue about our work, for instance mentioning some challenges to get their responses. We need to engage them in some of our work to see if we are on track and get their endorsement. A PowerPoint presentation will help to highlight the main points of the work. The following lists the presentation outline.

- ◆ The initial presenter will be the Task Force chair Richard Katz. He will draw an audience with a 10-minute overview of the legislation, the charge, and where we are going with the Task Force.
- ◆ The final 30 minutes we present 1 or 2 scenarios or questions to engage the group in the issues. Herman, with Fawzi’s help, can formulate the questions or scenarios for presentation. For instance, we could have three good examples of recycled water use. Keith Israel could talk about the work in Monterey by describing the project, its success and problems. Another example from industry could be provided by Kirk Bone on recycled water in Northern California. The highlights might be presented better by using PowerPoint rather than having several people grabbing for the microphone.
- ◆ We will invite 1 or 2 other participants from different workgroups to answer questions about their work.
- ◆ Staff is to provide the workgroup with a draft of the use of recycled water in California for use with the presentation.

- ◆ Handouts will include:
 - PowerPoint handouts
 - Public notices
 - Schedule
 - Sign-up sheet
 - To determine what are their interests.
 - To sign up to receive the report to the legislature.
 - To get draft of white paper the group them for their consensus and input.

A few members expressed concerns over the sign-up sheet as a solution. Even if we get people to look at our paper, we cannot assume that silence equals acceptance. Perhaps we could recruit someone to be a liaison between our workgroup and the POWER organization to report to their board of directors. That way there is some on-going formalized communication. If they are informed than they could provide some form of endorsement. However, the group decided to develop a draft agenda of the Oct. 10 session in conjunction with the POWER conference during its scheduled meeting on Sept.4.

D. September 4, 2002 Meeting Agenda

The next meeting will be held in Sacramento on September 4, 2002 from 10 A.M. until 1:00 P.M. Workgroup members are encouraged to attend in person to easily review and discuss draft workgroup papers. (The meeting can also be heard via a teleconference call for those unable to attend in person.) Additional items to accomplish: draft an outline for the POWER conference presentation, discuss WERF/RESOLVE paper, outline progress to date for the September 12, 2002 Recycled Water Task Force Meeting.

E. Other

October 30 meeting

State of California
Department of Water Resources
State Water Resources Control Board
Department of Health Services



SPECIAL ANNOUNCEMENT

2002 RECYCLED WATER TASK FORCE

TELECONFERENCE ANNOUNCEMENT FOR THE PUBLIC EDUCATION & OUTREACH WORKGROUP

Thursday, August 22, 2002, 10:00 A.M. to 12:00 P.M.

Background

The 2002 Recycled Water Task Force was established by Assembly Bill 331(Goldberg), passed by the Legislature and approved by Governor Davis on October 7, 2001 (Water Code Section 13578). The Task Force is a cooperative effort of the California Department of Water Resources, the State Water Resources Control Board, and the Department of Health Services. State Water Board Member Richard Katz is the Task Force Chair. The Task Force is charged with evaluating the current framework of State and local rules, regulations, ordinances, and permits to identify the opportunities, obstacles or disincentives to maximizing the safe use of recycled water. The recommendations of the Task Force must be reported to the Legislature by DWR before July 1, 2003.

To accomplish the Task Force mission, workgroups have been created to tackle specific issues. The workgroups will then present their findings in the form of white papers to the Task Force as a whole. The white papers will contain background information, analysis, and recommendations to assist the Task Force in its deliberations.

Public Education & Outreach Workgroup

The charge of the Public Education and Outreach Workgroup is to address issues related to public perception and acceptance, public education programs, and social equity in the distribution of recycled water. In addition, the workgroup will identify the entities that need to be aware of the Recycled Water Task Force and recommend ways and venues to reach such entities and make them involved in the issues relevant to the Task Force mission.

Teleconference Line Number and Room Location Assigned for Public Participation

The teleconference for the Public Education and Outreach Workgroup members' discussion is scheduled to take place on August 22 starting at 10:00 A.M. to 12:00. The toll free number for the teleconference is

1-888-396-9927 and the Passcode is 19809. Although this is a teleconference and the members of the workgroup are not expected to be physically available in a meeting room, Room 201-A, 2nd floor of the Bonderson Building, 901 P Street, Sacramento, California 95814 will be available for the public to listen and participate in the discussion.

Teleconference Agenda

The Public Education and Outreach Workgroup will discuss the individual draft papers, develop a consensus making process, and determine a plan of action to achieve outreach at the POWER conference. The Public will have opportunity to provide comments during the discussion.

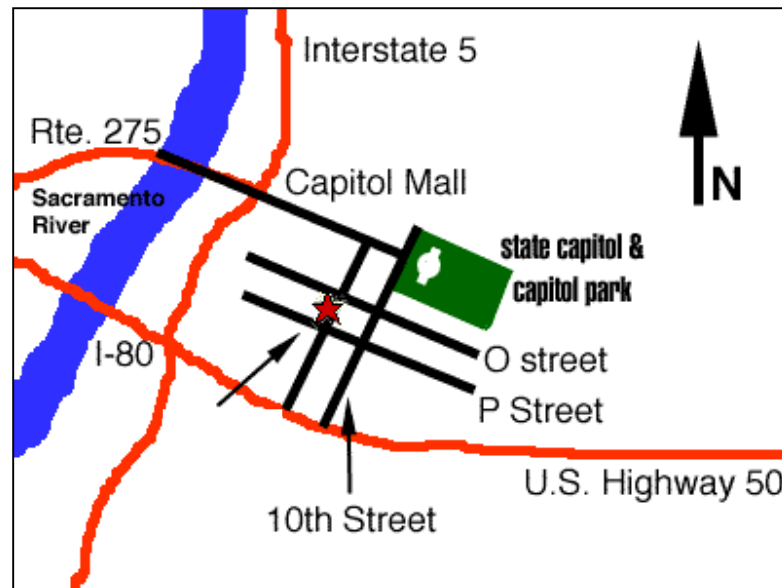
For More Information

Questions concerning the Task Force or the Public Education and Outreach Workgroup may be addressed to Mr. Fawzi Karajeh, Office of Water Use Efficiency, Department of Water Resources, P. O. Box 942836, Sacramento, California, or to fkarajeh@water.ca.gov.

Persons who want to receive notification of future meetings of the Task Force and have not already provided their contact information **must** send the information to Mr. Karajeh to be added to a notification list. For more information and future announcements visit DWR Web site at <http://wwwdwr.water.ca.gov/>.

If you need reasonable accommodation due to a disability, please contact Mr. Rich Mills, Office of Water Recycling, California State Water Resources Control Board at (916) 341-5739.

Directions to the Bonderson Building, 901 P Street, Sacramento, California 95814.



By Car

From Interstate 80 - Davis and San Francisco - heading East

Take the exit in West Sacramento marked "Capitol."
Go over I-80 and through West Sacramento (Hwy 275) to the Capitol Bridge.
Go over the Capitol Bridge and down the Capitol Mall heading toward the Capitol.
Turn right on Ninth Street and go three blocks.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

From Interstate 80 - Roseville and Reno - heading West

Take Business 80 -- the Capitol City Freeway -- that splits off I-80 east of the downtown area.
Take "P" Street off ramp.
Take right on "P" Street and travel 20 blocks to corner of Ninth and P.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Interstate 5 - Woodland & Sacramento Airport - heading South

Take "J" Street off ramp on I-5.

Go about eight blocks on "J" Street and turn right on Ninth Street.
Go about five blocks, crossing light rail train tracks.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Interstate 5 - Stockton - heading North

Take the "Q" Street exit and merge onto "Q" Street.
Turn left onto 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Highway 50 - Folsom and Tahoe - heading West

Exit at the 10th Street exit.
Turn right on 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

From Highway 99 - Stockton - heading North

At the junction of Hwy 99, US-50, and I-80, take the US-50 W/CA-99/I-80-Business Route exit towards SAN FRANCISCO/REDDING.
Take Downtown/10th Street exit and merge onto W Street.
Turn right on 10th Street.
Turn left on "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" streets.

Parking

Parking is available at meters on surrounding streets for 25-cents for 20 minutes, with a two-hour maximum. The two-hour limit is strictly enforced. One must move to another spot at the end of two hours; just putting in more money will not prevent you from getting a ticket. There are a limited number of 10-hour meters located along the streets. A public parking garage is located on 10th Street between "O" and "P" streets (entrance on 10th), though it usually fills up early in the day. Another garage is located at "10th" and "L" streets, with the entrance on "10th Street."

Mass Transit

Sacramento is accessible via various forms of mass transit.

Light Rail and Municipal Bus

Sacramento Regional Transit bus and Metro light rail system provides service to the Bonderson Building. Exit the Metro train at the Archives Plaza station at 11th and O Streets one block from the Bonderson Building. (916) 321-2877 or <http://www.sacrt.com>

Amtrak

Amtrak station is located at "I" and 5th streets. Taxis are available from there to the Bonderson building. Or it is a brisk 10-minute walk.
Walk south away from train station down 5th Street until Capitol Ave.
Turn (east) left on Capitol Ave.
Turn (south) right on Ninth Street.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

Greyhound Bus

Greyhound Bus depot is located at 8th and "L" Streets, four blocks from the Bonderson building.
Walk east to Ninth Street.
Turn right on Ninth Street and walk three blocks to "P" Street.
Bonderson building is on "P" Street between "9th" and "10th" Streets.

Airlines

Most major airlines serve Sacramento via Sacramento International Airport, located 10 miles north of downtown on Interstate 5, a 20-minute drive from downtown Sacramento. There are several transportation options from the airport to the Bonderson building.

YoloBus has a bus route leaving the airport every hour from Terminal A and Terminal B at approximately 10 minutes after the hour from 7 a.m. to 10 p.m. You stand at the Public Transportation Bus Stop. The route number 42 takes approximately 20 minutes to get from the airport to 9th and "O" Street. This is in front of the Bonderson building. The return trip from 9th and K Street runs approximately 5 minutes after the hour and takes approximately 20 minutes to arrive at the airport. The cost is \$1.00! (800) 371-2877.

SuperShuttle Sacramento provides transportation to and or from the Sacramento Airport. Please provide them with a 24-hour notice to arrange for pick-up service from the Bonderson building to return to the airport. The cost is approximately \$10.00 one way. (800) 258-3826 or (800) BLUEVAN